

---

## MINISTERIAL COUNCIL

---

# **POLICY STATEMENT: MARKETING**

## **A STRATEGY FOR SURVIVAL**

The Ministerial Council on Future Directions for Co-operatives comprises approximately 20 sector representatives and 11 Government Departments. The Council is examining the future operations of the co-operative movement in terms of legislation, education, economic interaction, research and statistical analysis, finance and marketing development.

The Council has created eight task oriented working parties, co-ordinated by a small Secretariat, to explore options for the promotion and development of the sector in these areas.

These working parties report regularly to the Ministerial Council, which meets on a quarterly basis.

Joseph Grossman  
Executive Officer  
c/- Office of the Minister for  
Co-operative Societies  
Floor 12, 139 Macquarie Street,  
Sydney, NSW 2000  
Tel: (02) 233 7466  
Fax: (02) 271 348

### **1. Introduction**

1.1 Co-operatives are, first and foremost, economic entities which survive, or otherwise, in the market place.

1.2 The principle of mutual aid has led groups of individuals or businesses to create viable co-operatives.

Changing economic circumstances such as deregulation of substantial elements of the economy and the growing concentration of ownership in many sectors of the economy, mean that no co-operative can presume its indefinite viability.

1.3 The lack of Marketing represents an important economic threat to individual co-operatives. Survival is a process of identifying, anticipating and satisfying customer requirements profitably.

Marketing is that process.

### **2. Objectives**

2.1 The Marketing Working Party has been charged with the following objectives:

2.1.1 Accurately define perceived problems of inadequate marketing of products and services by N.S.W. Co-operatives.

2.1.2 Identify non co-operative marketing resources available to the sector.

2.1.3 Identify co-operative marketing resources available to the sector.

2.1.4 Identify "success and failure" factors in co-operative development as they relate to marketing.

2.1.5 Explore a wide range of options to improve the marketing of products and services by N.S.W. co-operatives.

2.1.6 Recommend a specific programme of activities designed to overcome problems of inadequate marketing for the sector as a whole, and for specific co-operatives.

2.1.7 Identify competent and committed people to implement this programme, make recommendations on how it is to be financed and to whom those involved in the implementation should be accountable.

2.2 The major objective to be identified by the working party is the need to increase the awareness of marketing as a vital management process in the success of any co-operative.

2.3 The primary task in achieving this objective is to communicate the vital role of marketing to Co-operative Boards and management.

### **3. Strategy for marketing 'Marketing'**

#### **3.1 Creating the Need**

The creation of awareness will depend on a campaign that states: what marketing is; why its adoption is essential; what benefits it will bring; how it is assisting co-operatives that are already using its strategies and techniques; and finally, what will be the consequences of **not** adopting a marketing approach.

#### **3.2 Responding to the Need**

3.2.1 The best source of marketing expertise is marketing personnel themselves.

The Working Party proposes the formation of a Marketing Exchange composed of marketing expertise found within the co-operative sector.

3.2.2 The Marketing Exchange is to act in a voluntary capacity to:

- Publish a newsletter in the form of Question & Answer in response to marketing enquiries from co-operatives.
- Develop a Register of accredited Consultants with relevant expertise to whom co-operatives may be referred.
- Publish a handbook on marketing for circulation throughout the sector.
- Promote the use of Audio-Visual aids and marketing articles such as case studies to the co-operative sector.
- Conduct seminars and forums particularly for Directors and senior management of co-operatives.
- Facilitate the enhanced marketing performance of co-operatives.

### **4. Action Plan**

#### **4.1 Forming a Marketing Exchange**

The Marketing Development Working Party will identify marketing professionals with the ability, time and commitment to form a Marketing Exchange. The core of the Exchange will come from the Working Party. Initially, the Exchange will report to the Ministerial Council, and it will devise means to attract funds to support its activities.

#### **4.2 Program to Create the Need**

The Marketing Exchange will work with existing groups in the co-operative sector to:

- develop a co-ordinated program of communications, over an 18 month period, with the goal of persuading co-operatives that they must adopt a marketing approach; and
- implement, monitor and evaluate such programs.

#### **4.3 Program to Respond to the Need**

The Marketing Exchange will:

- develop a package of responses to expressions by co-operatives of a need for marketing expertise;
- create an awareness among co-operatives of the availability of the Exchange; and
- direct co-operatives that are seeking to adopt a marketing approach to resources that will meet their needs.